



# Parsa Niksefat

Perfectionist Webflow Developer, Product Designer, Brand Designer & Motion Artist

## My story

Creative and detail-oriented Webflow Developer and Product Designer with 6+ years of experience in building pixel-perfect, interactive Web3 platforms. Passionate about blending clean code with intuitive design. Skilled in brand identity, JavaScript-based interactions, and collaborative product ideation. Known for strong team communication and a hands-on approach to delivering bold digital experiences.

## Some of My Work Experiences

From 2018 to 2025

2024–now

### Product lead at Soren HQ

I began my collaboration with Soren HQ by redesigning their website and gradually moved into leading product development efforts. I helped build a large-scale workflow builder and used my JavaScript knowledge to create interactive demos for their website. The product is currently in beta testing.

📍 USA

2024

### Web designer at 0xArena

I designed a responsive and visually engaging website for 0xArena, a platform showcasing Web3 games. I also created motion design pieces to present the full scope of their ecosystem and user flow.

📍 Italy

2024

### Web designer at Nursebloc

Nursebloc is a Web3 wallet platform tailored for nurses. I worked closely with their team on user research, UX/UI design, and branding concepts. Together, we shaped a forward-looking digital identity for the product.

📍 USA

2023–2024

### Brand designer at Dome fund

I was responsible for crafting the entire visual identity of The Dome Fund, a DeFi project focused on real estate investment. My work included branding, product UI, and website design, aligning everything under a cohesive design language.

📍 USA

2023–2024

### Web designer at Krew studios

At Krew Studios, I contributed to multiple web projects, mainly focused on NFTs, blockchain, and DeFi. My role included designing landing pages, interactive layouts, and ensuring Webflow development was optimized for Web3 audiences.

📍 Canada, Toronto

2023

### Product designer at Hearverse

I worked with Hearverse to design a Web3 music NFT platform, along with a secondary marketplace for general NFTs. The main challenge was building a robust design system with extensive UI components. Our collaboration started with designing their website and grew into full product design.

📍 UAE

Explore more of my work and process at [parsanik.design](https://parsanik.design)

## Some of websites that I have developed

1

### SorenHQ.webflow.io

SaaS security workflow builder including animation and all pages.

2

### 0xArena.webflow.io

Web3 gaming platform, I used story telling for their home page.

3

### Parsanik.design

My personal portfolio.

And many others, available in my portfolio

## My Skills



Product design



Product Thinking



Research



Motion design



Webflow development



Usability testing



Brand identity



Problem solving



UI/UX design



Adaptability



Frontend development



Project management

## My Licences



Coursera

Google UX design



Linkedin

Creativity and product thinking

## Contact me Via

[Parsanik.design/Contact](https://Parsanik.design/Contact)

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